

Ecommerce can look deceptively simple from the outside: put products online, attract visitors and take orders. But turning that activity into profitable, repeatable growth takes more than broad marketing experience. Online retailers operate in a demanding environment where customers compare prices in seconds, advertising costs can rise quickly and a small drop in conversion can make a noticeable difference to the bottom line.

A generalist marketer may be skilled at building awareness, planning campaigns and creating compelling content. A specialist ecommerce marketer brings those skills together with a close understanding of how products are discovered, evaluated, bought and purchased again. They pay attention to the commercial details between the click and the next order, not just the campaign that brought someone to the website.

That difference matters whether a retailer sells a [one page checkout vs multi](#) handful of products or manages a large catalogue. Here are the areas where ecommerce specialism can make a practical difference.

They understand that ecommerce is harder than it looks

An online shop is not a single marketing channel. It is a connected system of product pages, category pages, search results, advertising, stock availability, delivery promises, customer service and checkout. A weakness in one part can undermine the others.

For example, an advert might attract plenty of relevant visitors, but the product page may not answer their questions. A product feed might contain inaccurate prices or missing attributes, reducing visibility in shopping placements. Or a customer could reach checkout only to discover that delivery costs or timings do not meet their expectations.

A generalist might report that a campaign generated traffic or engagement. A specialist asks what happened next: which products were viewed, whether visitors added them to the basket, how many completed an order, what the order was worth and whether the sale was profitable.

This means looking across the customer journey rather than treating each channel as a separate activity. It also means recognising that the same tactic can work differently depending on the retailer's product range, buying cycle, margins and operational constraints.

They focus on profitable growth, not just more revenue

Revenue is important, but it does not tell the whole story. Ecommerce businesses often operate with tight margins once product costs, fulfilment, returns, payment fees and advertising are taken into account. A campaign can produce more orders and still be a poor commercial decision if the cost of acquiring those customers is too high.

A specialist keeps profitability in view when assessing performance. That includes looking at the relationship between marketing spend and contribution, rather than assuming that more traffic or a higher turnover figure is automatically a win.

Why the numbers need context

Performance metrics are useful, but they can be misleading when viewed in isolation. A strong click-through rate does not prove that a campaign is attracting valuable customers. A low cost per acquisition may look attractive until average order value, margin and returns are considered. Likewise, a product that sells well may not be a product the retailer can afford to promote aggressively.

A more commercially useful assessment asks questions such as:

- Are the orders coming from customers and products that can be served profitably?
- How do discounts affect margin, and are they attracting incremental demand?
- Do acquisition costs vary significantly by product category or channel?
- Are returns, cancellations or delivery costs changing the value of a sale?
- Is the business relying on constant paid acquisition, or are customers returning?

This perspective can lead to more disciplined decisions: adjusting investment, refining targeting, prioritising products or improving the customer journey before increasing spend.

They know that competition and price transparency change the job

Online shoppers can compare products and prices with very little effort. They may move between retailers, marketplaces and search results before choosing where to buy. For many categories, the product itself is not enough to create a clear advantage.

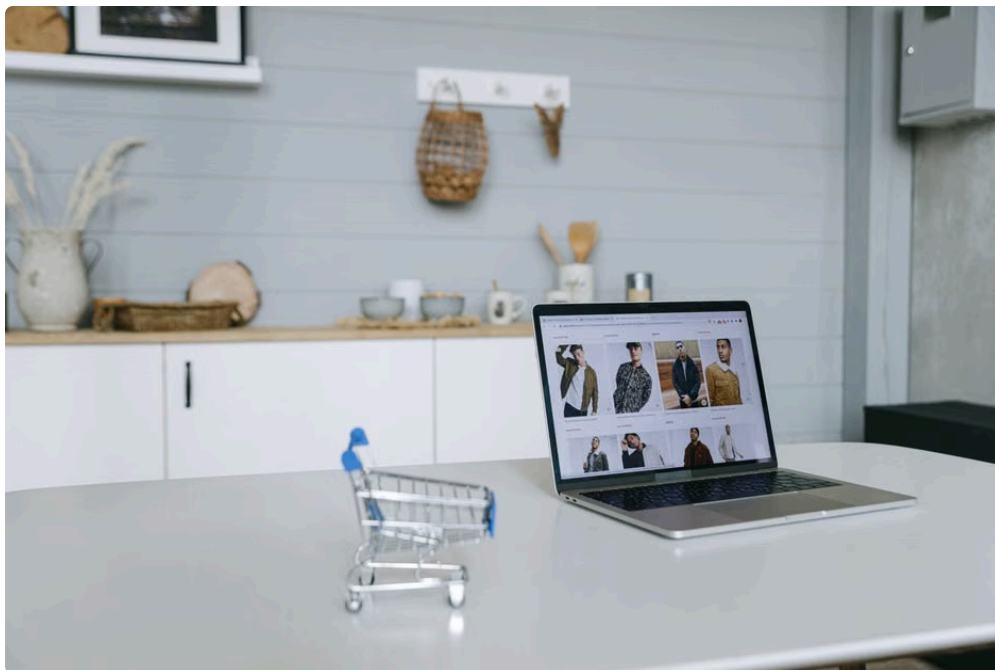
That places pressure on retailers to make their offer understandable and credible. Price matters, but so do product availability, delivery, returns, customer support, reviews and the quality of the information on the page. A retailer may not be the cheapest, yet still win a sale by giving customers a reason to trust the purchase and confidence that it will arrive as expected.

A specialist marketer understands that competitive pressure affects both acquisition and conversion. Bidding more on the same keywords may not solve a weak value proposition. Instead, the retailer may need clearer product information, better visibility of delivery terms or a more persuasive explanation of what makes its offer worthwhile.

They treat product feed optimisation as a growth lever

For retailers using shopping ads or other product-led discovery channels, the product feed is more than a technical file. It is a source of information that helps platforms match products with relevant searches and display them accurately.

Product feed optimisation involves reviewing whether product data is complete, consistent and useful. Depending on the catalogue and channel, that can include product titles, descriptions, identifiers, availability, price, image quality and category information. Missing or unclear data can limit visibility or create a poor customer experience if the advert does not match the landing page.



What a specialist looks for in a feed

- Product titles that clearly describe the item and include relevant attributes.
- Accurate pricing and stock information that align with the website.
- Appropriate product categories and identifiers where available.
- Images that show the product clearly and meet channel requirements.
- Consistent information across the feed, product page and checkout.

The aim is not to add keywords indiscriminately. It is to make the product data more accurate and useful, so that products can be matched to relevant demand and customers receive a consistent experience from advert to order.

They connect checkout performance to the quality of the whole journey

The checkout conversion rate is a useful measure, but improving it is not simply a matter of changing button colours. Customers can abandon an order because delivery costs appear late, the delivery date is unclear, a preferred payment option is missing or the checkout asks for unnecessary effort.

A specialist looks at the steps between product discovery and completed purchase. They may examine where customers leave, compare behaviour across devices and check whether the information promised earlier in the journey is still visible when it matters.

Common points to investigate include:

- Whether delivery costs and timings are easy to find before checkout.
- Whether the basket makes product, quantity and price details clear.
- Whether customers can complete an order without avoidable friction.
- Whether payment and address steps work reliably on mobile.
- Whether error messages help customers resolve a problem.

Changes should be tested where possible. A conversion improvement that works for one customer group, device or product category may not work equally well across the whole site. The focus is on reducing genuine barriers,

not making changes based on guesswork.

They recognise that reviews and delivery help sell the product

Reviews and delivery are not merely operational details. They influence whether shoppers feel confident enough to place an order.

Reviews provide social proof and help customers judge product quality, fit, usability or value. Their usefulness depends on how accessible and relevant they are. A large number of reviews is not the only consideration: shoppers also benefit from clear, credible feedback that relates to the product they are viewing.

Delivery plays a similarly direct role. Customers want to know what an order will cost, when it is likely to arrive and what happens if something goes wrong. Unclear or unattractive delivery terms can weaken an otherwise compelling product offer, especially when a competitor makes its own delivery promise easier to understand.

A specialist connects these details to the marketing journey. Product pages, adverts and campaign messages should not make promises that the retailer cannot fulfil. At the same time, genuine strengths in delivery, returns or customer support should be visible where they can reassure a prospective buyer.

They build a repeat purchase strategy, not just a stream of first orders

Acquiring a new customer can be expensive. For retailers with products that customers need again, or ranges that encourage further purchases, repeat business can contribute significantly to long-term profitability.

A repeat purchase strategy starts with understanding what customers buy, how often they may need it again and what would make a further order relevant. It is not simply sending more emails to everyone on a mailing list. A useful approach considers customer behaviour and timing, while keeping messages appropriate to the product and the relationship.

That may involve welcoming a first-time buyer, providing useful product guidance, reminding a customer when a replenishment might be due or introducing complementary products when there is a genuine fit. The communication should help the customer, rather than treating every interaction as a reason to apply pressure or offer a discount.

Measurement matters here, too. Open rates can indicate whether messages are being noticed, but they do not show the full commercial value of the programme. A retailer should also consider repeat order rate, revenue from returning customers and the margin associated with those orders.



They bring channels together around the customer

Paid search, paid social, email, organic content and onsite activity can all contribute to ecommerce growth. A specialist considers how the channels work together instead of judging each one only by its last click or standalone reporting view.

For example, a social campaign might introduce a product, while search captures people who later look for it by name. Email may help an existing customer return, and a product page may provide the information needed to complete the purchase. Attribution will never be perfect, but a broader view can prevent decisions that reward one channel while overlooking the role of another.

Sharing tools can support content distribution, though they are not a substitute for a sound acquisition or retention plan. A widget such as AddToAny can give readers a convenient way to share useful content through supported services. Whether it is worth including depends on the audience and the purpose of the page; its presence alone does not guarantee additional reach or sales.

Specialist ecommerce thinking in practice

The difference is often less about using a particular tactic and more about asking better questions. A specialist connects marketing activity to product economics, site experience and customer behaviour.

Area A generalist might focus on A specialist also considers Campaigns Reach, clicks and overall traffic Product-level performance, margin and order quality Product discovery Whether products are advertised Product feed optimisation, data accuracy and landing-page match Conversion Overall sales or site conversion Checkout conversion rate, friction points and device differences Customer confidence Brand messaging Reviews, delivery promises, returns information and trust at the point of purchase Retention Occasional follow-up communications A relevant repeat purchase strategy and its commercial contribution

What this means for a retailer

A specialist ecommerce marketer does not have a magic lever that guarantees growth. They bring a way of working that takes the realities of online retail seriously: tight margins, transparent competition, customer

expectations and the operational details that shape the buying experience.

When reviewing your marketing, look beyond whether a channel is generating activity. Ask whether it is attracting the right customers, promoting products that can be sold profitably and giving people a clear reason to buy from you. Check that product data is accurate, that the checkout works smoothly and that reviews and delivery information build confidence. Then consider how you can encourage a second purchase without relying on an endless cycle of discounts.

That is what a specialist is more likely to notice: not just the campaign, but the commercial journey around it. And in ecommerce, those details can be the difference between growth that looks good in a report and growth that genuinely supports the business.